



Mayor Michael B. Coleman

GRAPHICS COMMISSION APPLICATION

City of Columbus, Ohio • Department of Building & Zoning Services
757 Carolyn Avenue, Columbus, Ohio 43224 • Phone: 614-645-7433 • www.columbus.gov

OFFICE USE ONLY

Comments:

Application Number: 11320-00309

Commission/Group: _____

Date Received: 6 JUNE 2011

Planning Area: _____

Date of Hearing: AUG. 2011

Acreage: _____

Fee: \$1900

Existing Zoning: _____

Accepted by: AF

Zoning Map #: _____

TYPE(S) OF ACTION REQUESTED

(Check all that apply)

☐ Variance ☒ Graphics Plan ☐ Special Permit ☐ Miscellaneous Graphic

Indicate what the proposal is and list applicable code sections. State what it is you are requesting.

Describe ___ Requesting approval of a graphics plan under C.C. 3375.12. In particular, sections 3375.12 C2, C3, C5, C6, C7, and C8 _____

LOCATION

1. Certified Address Number and Street Name 700 Childrens Drive

City Columbus City/State OH Zip 43205

Parcel Number (only one required) 010-082638

APPLICANT

2. Name MSI Design c/o Eric Lucas

3. Address S Ludlow Alley City/State Columbus/OH Zip 43215

4. Phone # (614)621-2796 Fax # (614)621-3604 Email elucas@msidesign.com

PROPERTY OWNER(S)

2. Name Nationwide Children's Hospital

3. Address 700 Childrens Drive City/State Columbus/OH Zip 43205

4. Phone # 614-355-1600 Fax # 614-355-1551 Email scott.reifeis@nationwidechildrens.org

☐ Check here if listing additional property owners on a separate page.

ATTORNEY / AGENT (CIRCLE ONE)

8. Name MSI Design c/o Eric Lucas

9. Address S Ludlow Alley City/State Columbus/OH Zip 43215

10. Phone # (614)621-2796 Fax # (614)621-3604 Email elucas@msidesign.com

SIGNATURES

11. Applicant Signature [Signature]

12. Property Owner Signature [Signature]

13. Attorney / Agent Signature _____



CITY OF COLUMBUS

DEPARTMENT OF BUILDING AND ZONING SERVICE

11320-00309
700 CHILDRENS DRIVE

One Stop Shop Zoning Report Date: Wed Jun 29 2011

Zoning General Inquiry: 614-645-8637

SITE INFORMATION

Address: 700 CHILDREN'S DR COLUMBUS OH 43205

Mailing Address: PO BOX 7200

COLUMBUS, OH 43205-2664

Owner: NATIONWIDE CHILDRENS HOSPITAL

Parcel Number: 010082638

ZONING INFORMATION

Zoning: Z08-037, Commercial, CPD

effective 12/15/2008, Height District H-200

Council Variance: N/A

Board of Zoning Adjustment (BZA): N/A

Graphic Commission: 08320-00000-00229

Area Commission: Livingston Area commission

Planning Overlay: N/A

Historical District: N/A

Historical Site: No

Overlay: N/A

Flood Zone: OUT

Airport Noise Environ: N/A

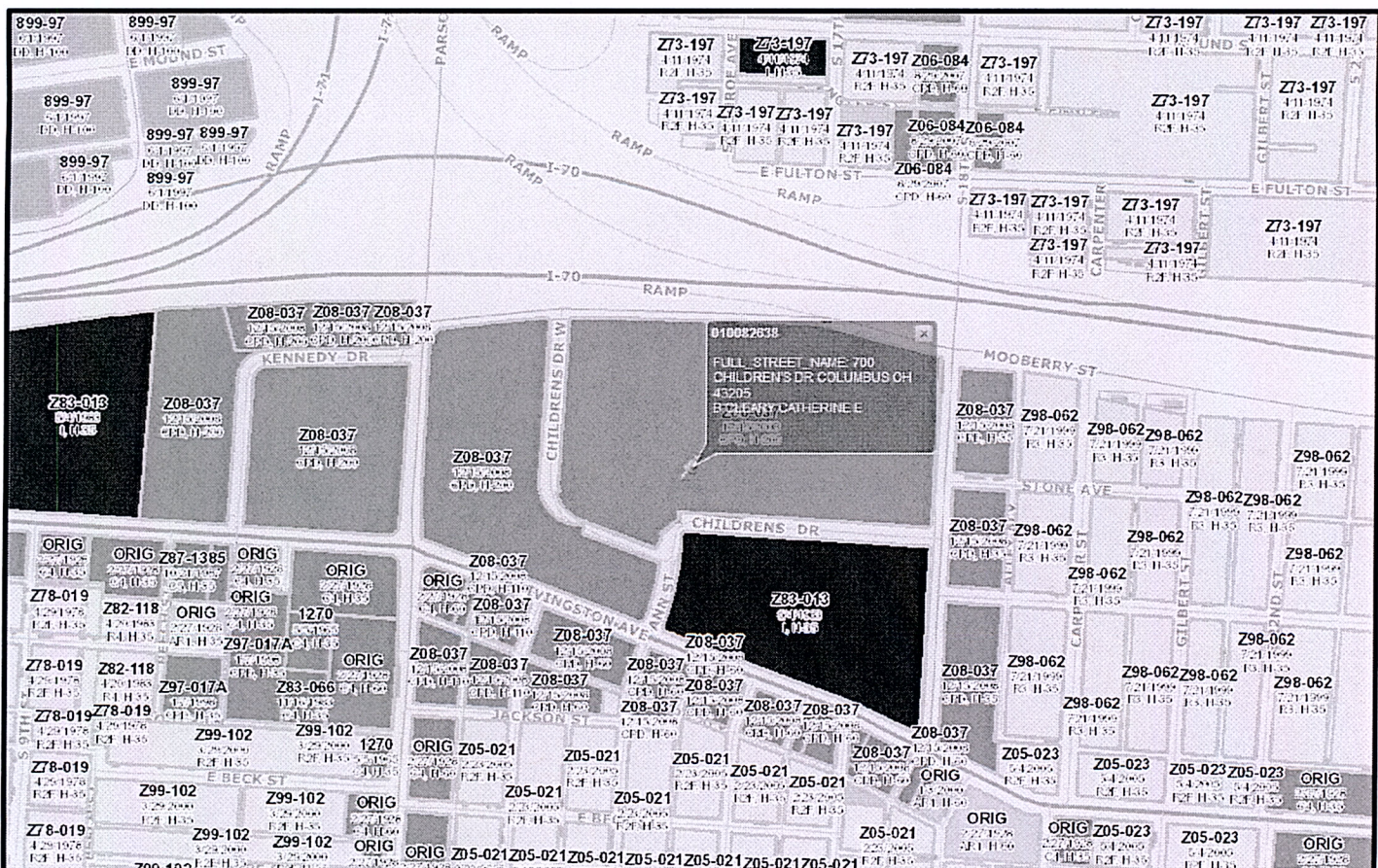
PENDING ZONING ACTION

Zoning: N/A

Board of Zoning Adjustment (BZA): N/A

Council Variance: N/A

Graphic Commission: N/A





GRAPHICS COMMISSION APPLICATION

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AFFIDAVIT

(See next page for instructions)

11320-00309

APPLICATION # **700 CHILDRENS DRIVE**

STATE OF OHIO
COUNTY OF FRANKLIN

Being first duly cautioned and sworn (1) NAME MSI Design c/o Eric Lucas
of (1) MAILING ADDRESS 462 S Ludlow Alley, Columbus/OH 43215
deposed and states that (he/she) is the applicant, agent, or duly authorized attorney for same and the following is a list of the name(s) and mailing address(es) of all the owners of record of the property located at
(2) per CERTIFIED ADDRESS FOR PROPERTY 700 Childrens Drive, Columbus/OH 43205
for which the application for a rezoning, variance, special permit or graphics plan was filed with the Department of Building and Zoning Services, on (3) _____

(THIS LINE TO BE FILLED OUT BY CITY STAFF)

SUBJECT PROPERTY OWNERS NAME
AND MAILING ADDRESS

(4) Nationwide Children's Hospital
700 Childrens Drive
Columbus/OH 43205

APPLICANT'S NAME AND PHONE #
(same as listed on front of application)

Eric Lucas
(614)621-2796

AREA COMMISSION OR CIVIC GROUP
AREA COMMISSION ZONING CHAIR OR
CONTACT PERSON AND ADDRESS

(5) Columbus Southside Area Commission, Joe Stefanko
P.O. Box 7846, Columbus, OH 43207
Livingston Avenue Area Commission, Mike Aaron
1118 Lilley Avenue, Columbus, OH 43206
Near East Area Commission, Kathleen Bailey
489 Linwood Avenue, Columbus, OH 43205

and that the following is a list of the **names** and **complete mailing addresses**, including **zip codes**, as shown on the **County Auditor's Current Tax List or the County Treasurer's Mailing List**, of all the **owners of record of property within 125 feet** of the exterior boundaries of the property for which the application was filed, **and** all of the owners of any property within 125 feet of the applicant's or owner's property in the event the applicant or the property owner owns the property contiguous to the subject property:

(6) PROPERTY OWNER(S) NAME (6A) ADDRESS OF PROPERTY (6B) PROPERTY OWNER(S) MAILING ADDRESS

See Attachments

☒ (7) Check here if listing additional property owners on a separate page.

SIGNATURE OF AFFIANT

Subscribed to me in my presence and before me this

SIGNATURE OF NOTARY PUBLIC

My Commission Expires

HEE-KYUNG CHUNG
NOTARY PUBLIC
STATE OF OHIO
Comm. Expires
April 23, 2012

(8) [Signature]
3rd day of June, in the year 2011
(8) April 23, 2012



GRAPHICS COMMISSION APPLICATION

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757 Carolyn Avenue, Columbus, Ohio 43224 • Phone: 614-645-7433 • www.columbus.gov

STATEMENT OF HARDSHIP

11320-00309

APPLICATION # _____ **700 CHILDRENS DRIVE**

3382.05 Variance.

Any request for a Variance from this Graphics Code shall be heard and decided by the Graphics Commission as provided by the Graphics Code.

- A. The Graphics Commission shall have the power, upon application, to grant a Variance from one (1) or more provisions of this Graphics Code. No Variance shall be granted unless the Commission finds that a hardship exists, based upon special physical conditions which:
1. Are due to exceptional shallowness, shape, topographic conditions or other extraordinary situations peculiar to the premises itself; or
 2. Differentiate the premises from other premises in the same zoning district and the general vicinity; or
 3. Prevent a reasonable return in service, use or income compared to other conforming premises in the same district; and
 4. Where the result of granting the variance will not be injurious to neighboring properties and will not be contrary to the public interest or to the intent and purpose of the Graphics Code.
- B. In granting a Variance, the Graphics Commission may impose such requirements and conditions regarding the location, character, and other features of the *graphics* as the Commission deems necessary to carry out the intent and purpose of this Graphics Code and to otherwise safeguard the public safety and welfare.
- C. Nothing in this Graphics Code shall be construed as authorizing the Commission to affect changes in the Zoning Map or to add to the uses permitted in any zoning district.

I have read Section 3382.05 Variance, and believe my application for relief from the requirements of the Graphics Code satisfies the four criteria for a variance in the following ways:

See Attached

Signature of Applicant

Date

6/3/2011

Statement of Hardship

As part of the improvements and expansion on its campus, Nationwide Children's Hospital is seeking to upgrade its current signage and wayfinding systems. The property is zoned CPD and the proposed signage and graphics package predominantly meets the requirements contained in the Graphics Code in terms of size, area, and location. However, given the special wayfinding needs of a hospital campus, it is critical that patient's family, staff, emergency personnel, and visitors be able to easily and efficiently locate hospital entrances and buildings. Given these specialized needs, the proposed hospital signage sometimes exceeds the number of signs allowed by the Graphics Code and in two cases the allowable square footage of wall signs is exceeded.

Nationwide Children's Hospital is requesting relief from the requirements of the Graphics Code to satisfy the four criteria as explained below:

1. The Nationwide Children's Hospital campus has extraordinary situations on its premises. As a large property with numerous buildings that have specific purposes and uses, it is necessary to have additional wayfinding signage to quickly and efficiently direct hospital users to individual buildings on the campus. As a large user across multiple city blocks with highly specialized uses, Nationwide Children's Hospital cannot be treated as a typical property.
2. Nationwide Children's Hospital is the only such institutional property in the general vicinity. Within its designated zoning district, Nationwide Children's Hospital is differentiated in that it is a regional medical facility for children and serves a patient population that is often unfamiliar with the campus. Being able to safely and efficiently direct these users to different parts of the hospital campus is of critical importance.
3. Additional wayfinding signs are needed to allow for a reasonable return in service for the users of Nationwide Children's Hospital. These signs are needed to quickly and easily familiarize patients, parents and visitors to the campus and to help them locate the specific campus uses and services that they need. Whether they are seeking emergency medical care or visiting a chronically ill child, this wayfinding signage allows for a reasonable return in service for all hospital users.
4. The proposed signage will not be injurious to the surrounding neighborhood properties. Nationwide Children's Hospital is taking the proposed signage to the affected Area Commissions for their review and comment.

To address the signage variances needed, Nationwide Children's Hospital is submitting a Graphics Plan for its campus. This Graphics Plan identifies all signage types, areas, locations and number. How each sign meets the graphics code requirements is shown in an attached table.

These signs have been designed to achieve maximum ease and efficiency for hospital users and also to provide a consistent brand and image to visitors and neighborhood residents. It is the intention of this graphics plan to update the current on-site signage over time, so elements such as existing wall signage, emergency department signage and ground-mounted directional signage will be removed and replaced with the proposed signage where indicated on the attached exhibits. A logo area has been established on signage elements, but intentionally left as a representative area to accommodate future logo changes.

PROPOSED SIGNAGE - GROUND

type	map key number	setback category	proposed size	allowed size	needed analysis data		
					bld. height	bld. width	mass factor
PVD	1	0-15	64 s.f.	205 s.f.	111	380	1
	2	0-15	64 s.f.	205 s.f.	111	380	1
	3	0-15	64 s.f.	635 s.f.	194	520	2
	4	0-15	64 s.f.	635 s.f.	194	520	2
	5	50-75	64 s.f.	953 s.f.	194	520	3
	6	0-15	64 s.f.	77.5 s.f.	15	100	2
	7	0-15	64 s.f.	77.5 s.f.	15	100	2
	8	0-15	64 s.f.	363 s.f.	118	280	2
	9	0-15	64 s.f.	77.5 s.f.	15	100	2
					street frontage		
	10	0-15	64 s.f.	80 s.f.	120 feet		
	11	0-15	64 s.f.	87.5 s.f.	180 feet		
	12	0-15	64 s.f.	87.5 s.f.	210 feet		

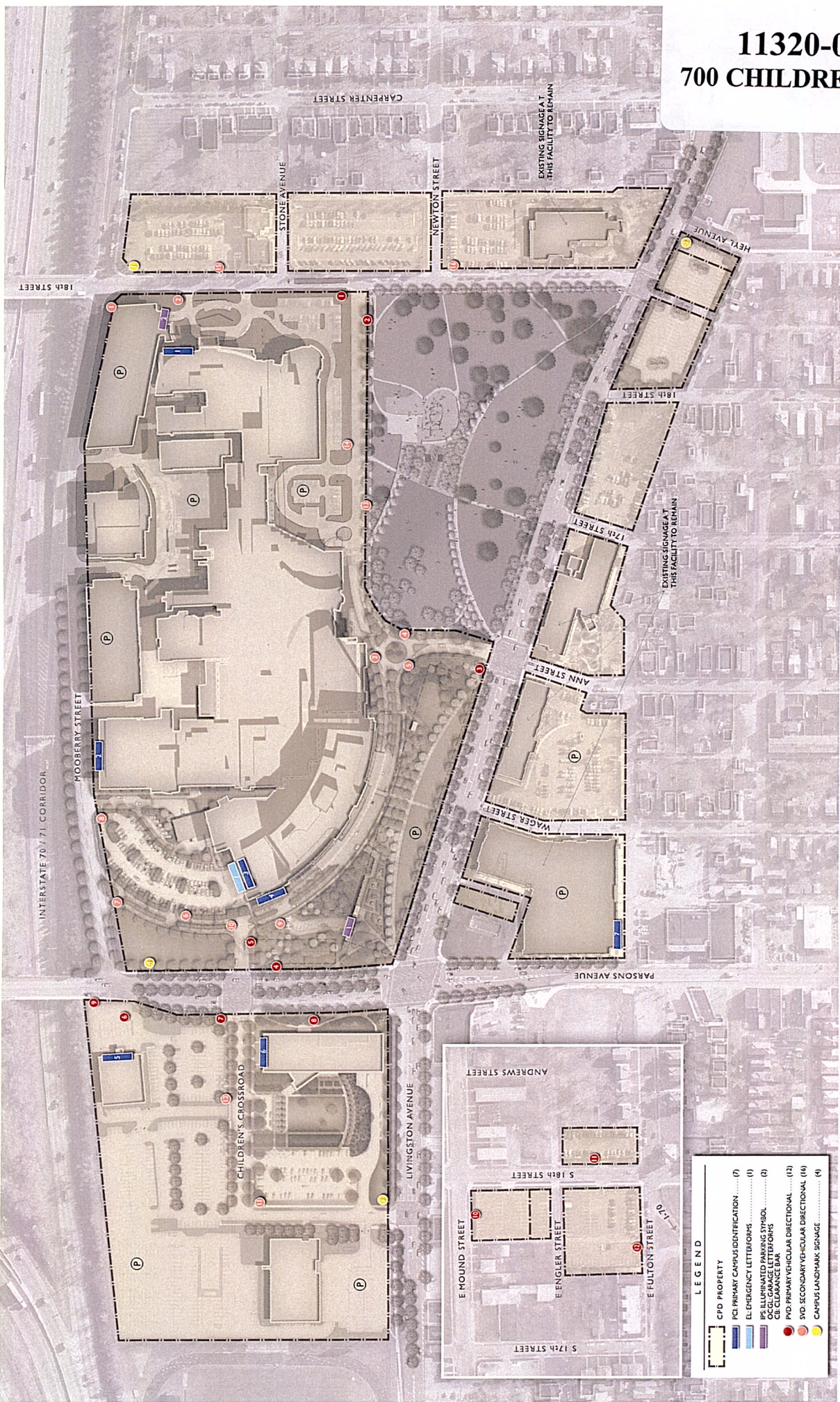
SVD	1	in ROW	40 s.f.	107 s.f.	60	340	0.75
	2	0-15	40 s.f.	205 s.f.	111	380	1
	3	over 100	40 s.f.	1588 s.f.	194	520	5
	4	over 100	40 s.f.	1588 s.f.	194	520	5
	5	over 100	40 s.f.	1588 s.f.	194	520	5
	6	over 100	40 s.f.	584 s.f.	194	110	4
	7	0-15	40 s.f.	146 s.f.	194	110	1
	8	0-15	40 s.f.	146 s.f.	194	110	1
	9	over 100	40 s.f.	1270 s.f.	194	520	4
	10	over 100	40 s.f.	584 s.f.	194	110	4
	11	over 100	40 s.f.	908 s.f.	118	280	5
	12	over 100	40 s.f.	209 s.f.	16	110	5
	13	over 100	40 s.f.	1588 s.f.	194	520	5
	14	over 100	40 s.f.	1062 s.f.	111	380	5
	15	0-15	40 s.f.	205 s.f.	111	380	1
					street frontage		
	16	0-15	40 s.f.	87.5 s.f.	200 feet		

Campus Landmark	1	0-15	128 s.f.	205 s.f.	111	380	1
	2	0-15	128 s.f.	339 s.f.	111	260	2
	3	0-15	128 s.f.	363 s.f.	118	280	2
	4	0-15	128 s.f.	431 s.f.	118	100	2

PROPOSED SIGNAGE - WALL

type	map key number	setback category	proposed size	allowed size	needed analysis data		
					bld. height	bld. width	mass factor
PCI	1	over 100	676 s.f.	1027 s.f.	111	380	5
	2	0-15	933 s.f.	261 s.f.	100	170	2
	3	over 100	625 s.f.	876 s.f.	194	110	6
	4	over 100	1174 s.f.	1905 s.f.	194	520	6
	5	over 100	37 s.f.	232 s.f.	15	100	6
	6	25-50	661 s.f.	412 s.f.	118	90	4
	7	0-15	225 s.f.	320 s.f.	95	270	2
OCGL	1	over 100	63 s.f.	255 s.f.	13	200	5
	2	over 100	63 s.f.	857 s.f.	60	340	6
EL	1	over 100	66 s.f.	730 s.f.	194	110	5

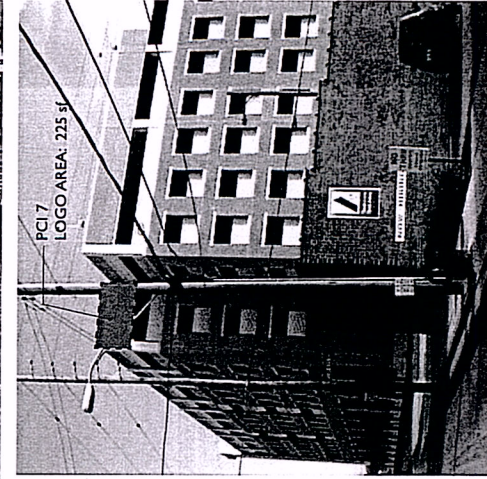
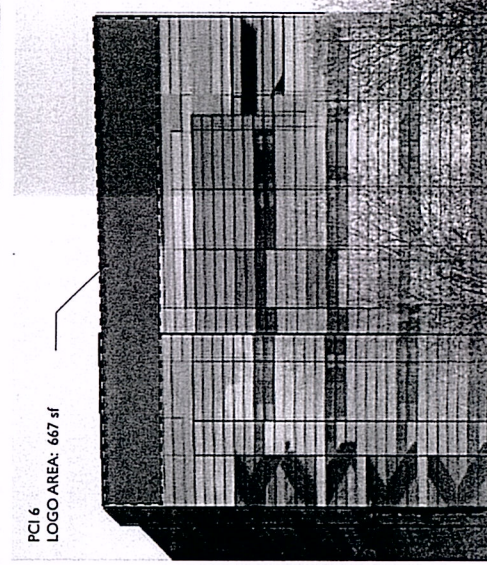
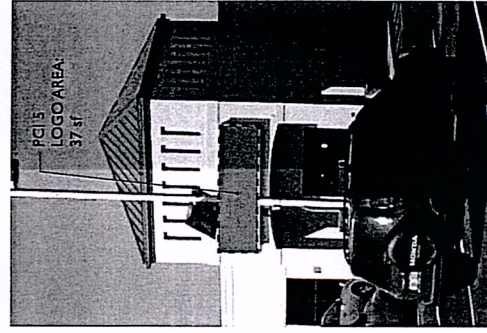
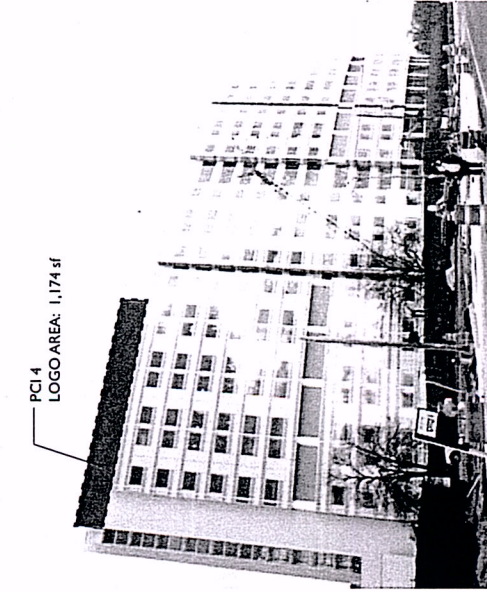
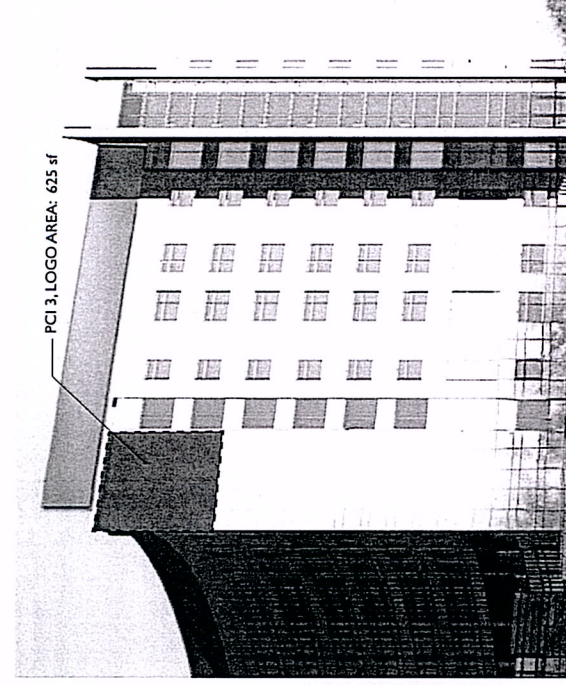
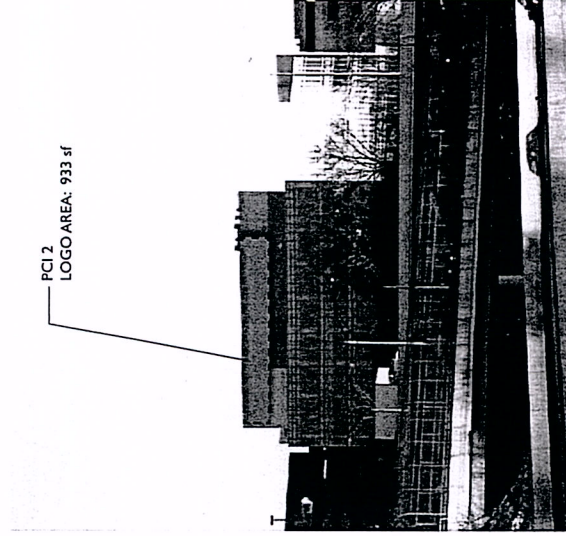
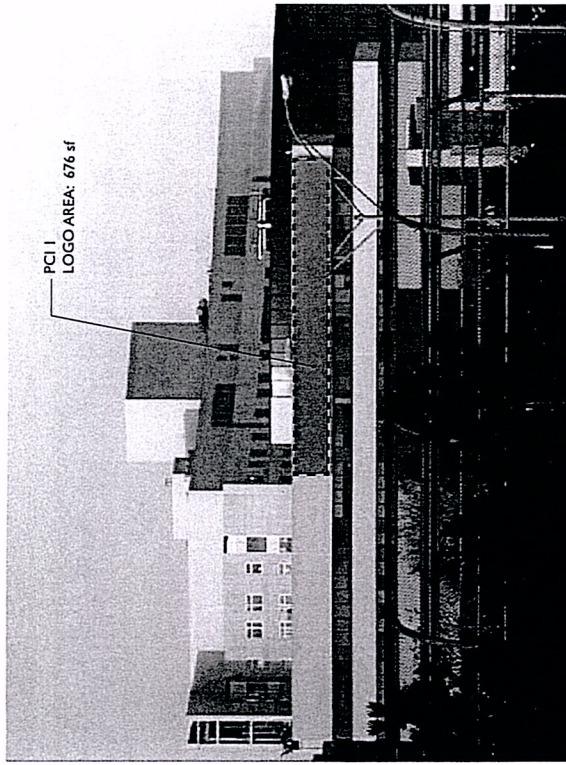
11320-00309 700 CHILDRENS DRIVE



SCALE 1" = 4'

NATIONWIDE CHILDREN'S HOSPITAL - SITE PLAN
JUNE 6, 2011

LEGEND	
[Symbol]	CPD PROPERTY
[Symbol]	PCI PRIMARY CAMPUS IDENTIFICATION (7)
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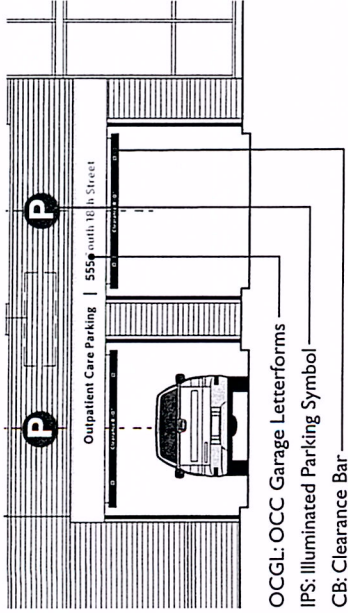


* ALL LOGOS TO BE CAN-LETTER / CAN-GRAPHICS, INTERNALLY LIT

PCI: Primary Campus Identification

11320-00309

700 CHILDRENS DRIVE



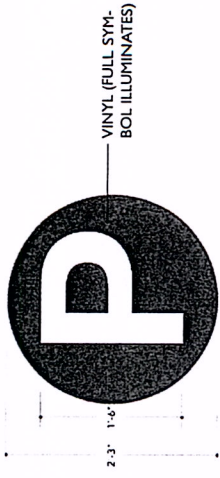
OCCGL: OCC Garage Letterforms

IPS: Illuminated Parking Symbol

CB: Clearance Bar

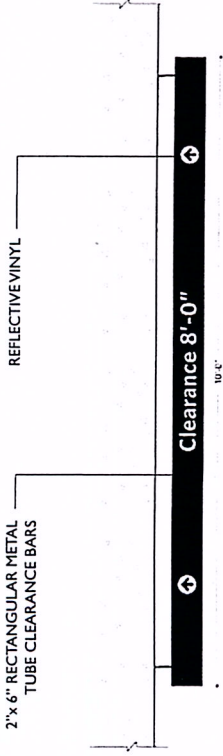
OCCGL: Garage Letterforms

scale : 1/8" = 1'



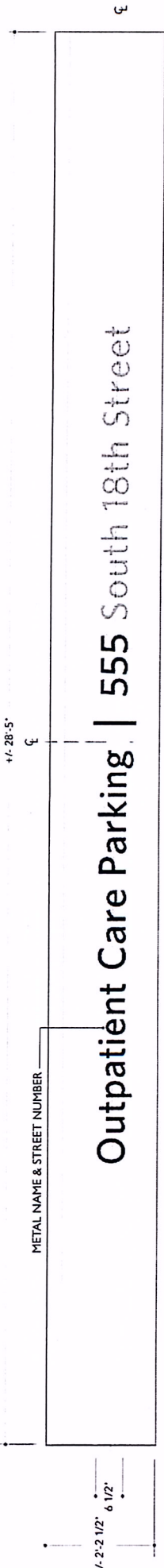
IPS: Illuminated Parking Symbol

scale : 3/4" = 1'



OCGL: CB Clearance Bar

scale : 1/2" = 1'

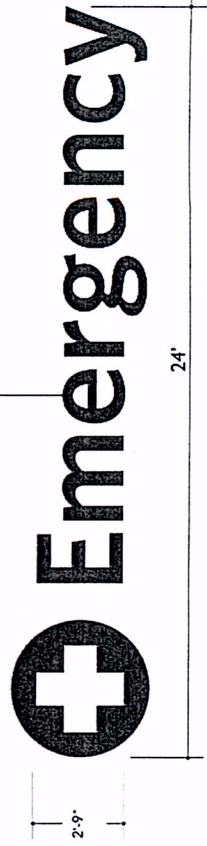


Outpatient Care Parking | 555 South 18th Street

OCCGL: OCC Garage Letterforms

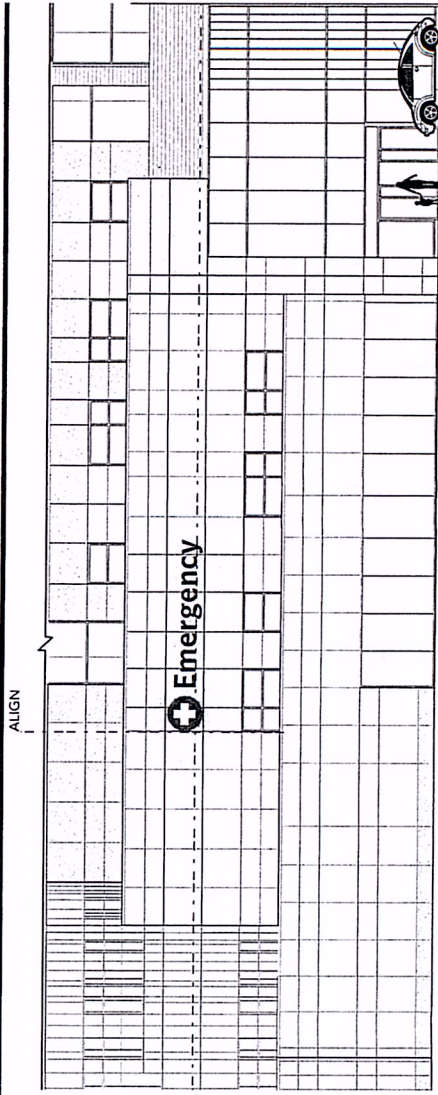
scale : 1/2" = 1'

SYMBOL (FULL SYMBOL ILLUMINATES) & LETTERFORMS WITH ILLUMINATED WHITE LEXAN FACE AND APPLIED TRANSLUCENT RED VINYL GRAPHIC (FULL SYMBOL ILLUMINATES)



EL: Emergency Letterforms

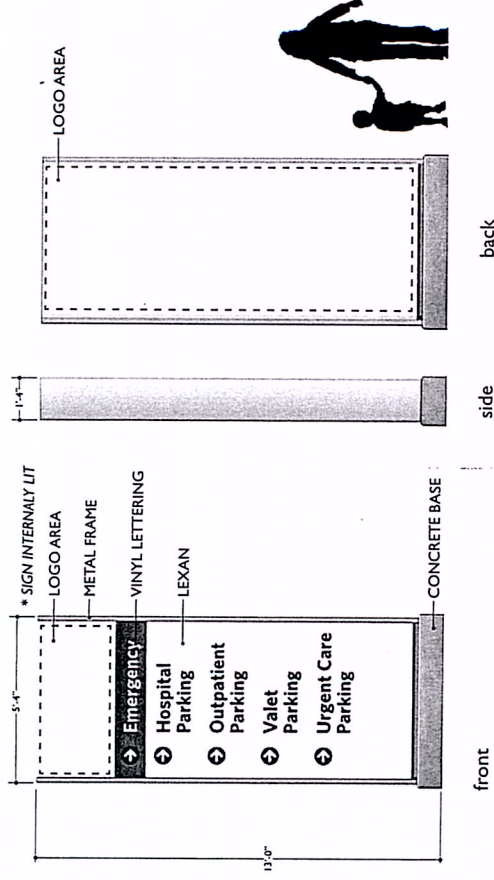
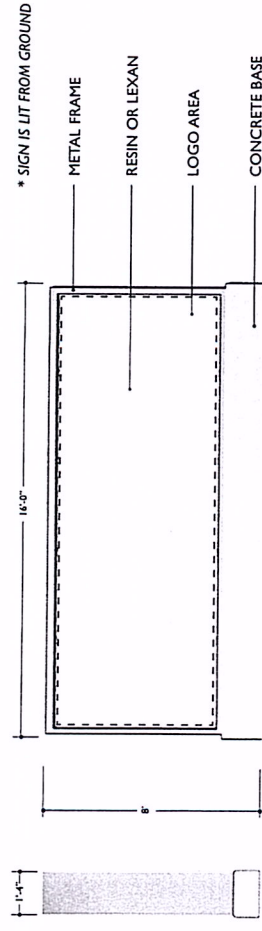
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EL: Emergency Letterforms

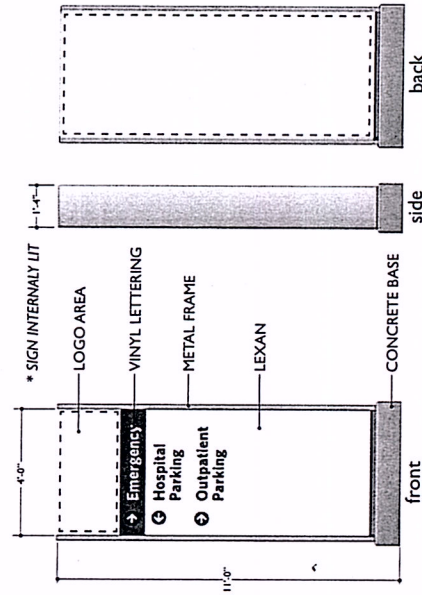
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NOTE:
THIS IS A SINGLE SIDED SIGN

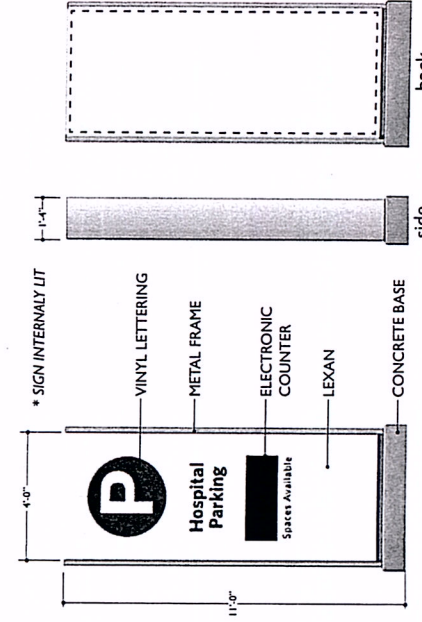


Campus Landmark Signage
scale : 1/4" = 1'

PVD: Primary Vehicular Directional
scale : 1/4" = 1'



SVD: Secondary Vehicular Directional
scale : 1/4" = 1'



HGI: Hospital Garage Identification
scale : 1/4" = 1'

NOTE:
SIGN MESSAGING SHOWN HEREIN IS AN EXAMPLE ONLY.
EACH SIGN WILL HAVE A UNIQUE WAYFINDING MESSAGE.



City of Columbus, Ohio ▪ Department of Building & Zoning Services

City of Columbus, Ohio • Department of Building & Zoning Services
757 Carolyn Avenue, Columbus, Ohio 43224 • Phone: 614-645-7433 • www.columbus.gov

Parties having a 5% or more interest in the project that is the subject of this application.

THIS PAGE MUST BE FILLED OUT COMPLETELY AND NOTARIZED. Do not

APPLICATION #

11320-00309
700 CHILDRENS DRIVE

STATE OF OHIO
COUNTY OF FRANKLIN

Being first duly cautioned and sworn (NAME) MSI Design c/o Eric Lucas
 Of (COMPLETE ADDRESS) 462 S Ludlow Alley, Columbus/OH 43215
 deposes and states that (he/she) is the APPLICANT, AGENT OR DULY AUTHORIZED ATTORNEY FOR SAME and the following
 is a list of all persons, other partnerships, corporations or entities having a 5% or more interest in the project which is the subject of this
 application and their mailing addresses:

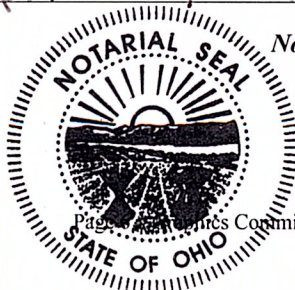
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SIGNATURE OF AFFIANT

Subscribed to me in my presence and before me this 3rd day of JUNE, in the year 2011

SIGNATURE OF NOTARY PUBLIC

My Commission Expires:



Notary Seal Here

HEE-KYUNG CHUNG
NOTARY PUBLIC
STATE OF OHIO
Comm. Expires
April 23, 2012